

SOFT SKILLS AND PERSONALITY DEVELOPMENT FOR 21<sup>ST</sup> CENTURY**Chougule C. R.**

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**Abstract:** Soft skill and Personality are the essential objects in a person's career. Now-a-days industrialization goes very fast towards transformation in the global corporate world. Each company required employee who have a good personality with courage and confidence as well as soft skills. Curriculum Vitae of the employee are the first impression which shows capability of the candidate. The candidate must have excellent knowledge of communication devices and their application. Regular training and exposure to communication devices enable employee to upgrade their talent for communication. For survival in industrial era, one needs specialists in every field and especially in the field of communication. The person who fulfils communication needs, one will certainly be successful with increased personality so as to create an impact in the global scenario.

**Keywords:** Transformation, C.V, Regular training, Specialists

**Introduction:**

Today soft skills are emerging as a key to the personality development for 21<sup>st</sup> century. Every day the importance of soft skills is being highlighted in the global corporate world. Soft skills are the abilities for adaptive and positive behavior that enables individuals to deal effectively with the demands and challenges of everyday life. Personal and interpersonal traits are categories of soft skills. In personal traits, positive attitude and time management are the most important for proper achievement. Employer must acquire the art of doing more in a given time. It can be done with proper planning. It plays an important role in effective time management. Every business activity needs proper planning for successful execution. In interpersonal traits, listening skills and empathy plays vital role. Listening skill becomes a very important element of communication. A number of people are very poor listeners. Listening effectively is a foundation for interpersonal skills. Effective listening depends on the mind of the listener. Every employer must be aware of the importance of good listening. There is a growing awareness of this fact in today's corporate world and the employer will insist on good listening as one of the qualification in an applicant for any job.

**Soft skills:**

Trust and ethics are also most important soft skills that reflect one's degree of

professionalism at work. Once a person loses the trust of management, it is not easy to gain it back. Hence it is vitally important to ensure one gives the highest priority on acquiring and maintaining this trait. Ethics includes aspects like respecting the company's stated or expected policies, procedures, directions and never compromise on ethics. Ethics can create a presence and an image of the organization in the corporate world. It can ensure that a business firm is managed in a way that achieves a balance among the interests of all who bear a substantial relationship to the firm. Employer must pay attention towards his responsibility. Responsible behavior is highly sought after in any organization. He must take all responsibility for the job given to him. The personal attribute of every employer is attitude. Every interaction of a person with another reflects his attitude. Employer has to handle good or bad situation of organization and always keep positive attitude. Hence attribute will affect the employer's work.

Listening and empathy are closely related. All intelligent managers have a sharp perception and hence he can be a good listener. Empathy becomes very important especially in leadership roles. Listening and empathy skills can be acquired after a period of time by conscious effort. Employer has a tendency to listen only for facts. Facts can be retained only when they make sense. Hence employer

should try to get the main idea of the talk. When employer plays role of a leader, he must spend more time with customers to understand their problems and try to overcome the barriers. Leader must create a sense confidence within the customers and give sufficient hints while listening to reinforce that you realize their point. Hence good listening improves communication and makes people more receptive to ideas. Good listening reduces stress and avoids conflicts in an organization and improves decision making ability. Communication is a very critical soft skill in any profession. The person must select a method of communication in relation to the message.

Through good communication, a person can acquire the respect of his colleagues as well as customers. With the help of written and verbal communication, a person can achieve success in any organization. Hence communication is a great blessing if a person use it properly and it will helps to make intentions and desired known to fellow beings. Effective communication with many people in far off areas has become very essential. The present cut throat competition in the widely expanded market has made it indispensable for the seller to communicate with the buyer more carefully, regularly and effectively. A person has to conduct thorough market research and study different trends with reference to demand, supply and also the taste of the customer. Trade union activities and the present socialists' trends make it obligatory on the part of the business management to have effective communication with the workers, office staff and their leaders. A deep study of the modern psychology guides the management to have better industrial relations with the workers by making use of the effective and moral boosting communication which can motivate the workers, raise their morale and create an atmosphere of co-operation and increase productivity.

**Personality development:**

Personality is a set of qualities that make a person distinct from another. Habit of thinking and experience relates to each other in the mental process. Personality can be consciously developed, changed and one

can develop the personality by conscious effort. Person can make a very mortal change to his original life. He must pay attention towards opportunities to hold high his corporate image in front of the customers. The person who has internally pressed, he cannot do progress in his life. Firstly, he has to know the nature of the problem then very forcefully face that problem. The person has to think over the importance of the event. Action plan of the person can achieve the success on the top level. The personality of a person is how he presents himself to the corporate world. Habitualness reflects in all an activities.

Hence personality plays role of signal that read by others and the person must work on his personality. Because there is a direct correlation between the personality signals one sends out and ones career growth. Body language creates the desired impression during person's career. Analysis of the personality is the best method for knowing the person. Feeling as well as thought of the character make different from others. Emotion, Maturity and Physique attributes individual personality. Employee who acquires good health and sharpness, he can achieve success in the corporate world. For achieving grand success, different temperaments of individuals play an important role in the development of the personality. In the corporate world, body language of the employee becomes very useful for good communication. Style is a man and it reflects on the employee's personality. For developing impression, it is important to conscious work affects the appearance. Personality is our identity as recognized by others. Personality development is a continuous process and the progress of an individual's personality is linked to his personal and professional growth.

There will be hurdle to achieve success in the life of hot tempered personality. It is important to be conscious that one's personality regularly emits a signal for others to read. Environment as well as heredity plays an important role in the development of personality. Type of Environment affects the behavior and attitude which leads to good or bad path. A

healthy personality always pays attention towards healthy atmosphere which grooms his personality. Full concentration and peaceful mind cultivate the environment around the character. The employee who becomes leader has the ability to agree his views to the customers and win their confidence. A leader must have a strong personality with communication and interpersonal skills, self confidence and self assurance.

**Conclusion:**

Practice made man perfect and the best way to improve one's soft skills and personality development is through practice. For good preparation of any activity, there will be careful thought and design. One who works with reality and confidence, he acquires success in his life. Each and every employee must know how to build and encourage confidence even in bad situation. Employees who acquire this skill know the way to join with the people. Every interaction with people is an opportunity to learn and is an enriching experience.

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